



MAYOR ASHLEY SWEARENGIN

February 26, 2016

Ms. Amanda Brown-Stevens, Director, Conservation Finance
The Trust for Public Land
101 Montgomery Street, Suite 900
San Francisco, California 94104

Dear Ms. Brown-Stevens:

By this letter, *the City of Fresno, Office of the Mayor* officially requests technical advice and assistance from your organization in connection with our efforts to develop a program to finance land conservation, trails, parks, and a potential related ballot measure. As part of your advice and assistance, I understand you may conduct public opinion research, study local laws and recent elections, and evaluate the feasibility of acquisition, in fee or through conservation easements, of key properties.

We are interested not only in the factual information that you can provide to us, but also your organization's opinions and recommendations on public funding measures available to us and strategies to enact such measures. That would include understanding the public's priorities and attitudes regarding land conservation and other issues currently facing the *City of Fresno* and how the public would respond to different methods of presenting those issues. Although your submissions will be directed to Mayor Ashley Swearengin's attention, I understand that your responses to this request will be for the general use of the *City of Fresno*.

This request will continue in effect for any advice you offer or presentations you submit related to such matters. In addition, we would like to take this opportunity to request that you continue to be available to provide technical advice and assistance in this area and on related matters in the future.

Thank you for your organization's contribution to the work of the City of Fresno.

Sincerely,



MAYOR ASHLEY SWEARENGIN

Ashley Swearengin
Mayor

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